

NOT SEEING IS BELIEVING.



MERIT LOW SMOKE CIGARETTES REDUCE SMOKE, KEEP ALL THE FLAVOR



Merit's done it again. With a breakthrough in cigarette technology. The first Low Smoke cigarette. Our exclusive smoke-reduction system actually lowers smoke by 60%. Yes. The tip of

a Merit LS actually produces 60% less smoke than the cigarette you are currently smoking.

But with Merit LS you don't have to sacrifice flavor. The new Merit LS technology enables you to enjoy all of Merit's flavor with 60% less smoke.

Smokers and non-smokers welcome Merit LS. The first cigarette to dramatically lower ambient smoke. Without reducing the flavor.

Merit LS.



**THE NEW
GENERATION OF
SMOKING.**

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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